



MINUTES OF PUBLIC ART ADVISORY COMMITTEE MEETING OF MAY 26, 2005

(Revised 2/7/06)

DATE: Thursday, May 26, 2005
TIME: 7:00 p.m.
PLACE: City Hall, 2263 Santa Clara Avenue, Third Floor, Room 360
Alameda, CA 94501

1. Roll Call: The meeting was called to order at 7:05 p.m.

Present: Chair (C) Huston, Committee Members (CM) Cecilia Cervantes, K.C. Rosenberg, and Peter Wolfe

Absent: Committee Member (CM) Karen Lee
Dale Lillard, Acting Director (AD)

Staff: Pat Russi, Recreation Supervisor (RS)
Christina Bailey, Cultural Arts Specialist (CAS)

2. Approval of Minutes

A. Minutes of Meeting on March 24, 2005

CM Wolfe inquired about the Public Art Ordinance in relationship to infrastructure projects (Item 6A). During a previous meeting, AD Lillard had stated that he would ask the City Attorney about this. RS Russi stated that AD Lillard would update the PAAC during June 23rd meeting.

M/S/C Wolfe/Cervantes

"That Minutes of Public Art Advisory Committee Meeting on March 24, 2005 be approved."

Approved (3) – Huston, Cervantes, Wolfe

Absent (1) – Lee

Abstain (1) - Rosenberg

B. Minutes of Meeting on April 28, 2005

On page 3, paragraph 2, C Huston asked that "slide scrip" be changed to "slide script."

M/S/C Rosenberg/Cervantes

“That Minutes of Public Art Advisory Committee Meeting on April 28, 2005 be approved with changes.”

Approved (3) – Huston, Cervantes, Rosenberg

Absent (1) – Lee

Abstain (1) –Wolfe

3. Oral Communications

(Any person may address the Committee in regard to any matter over which the Commission has jurisdiction or of which it may take cognizance that is not on the agenda.)

None.

4. Written Communications

None.

5. Old Business

A. Update on Alameda West Gateway and the Theater and Parking/Garage Projects from Sue Russell of Development Services – (*Discussion Item*)

Sue Russell stated that Development Services submitted a project application for the Alameda West Gateway Project to Alameda Recreation and Parks on May 5, 2005. Through discussions with RS Russi, she understood that an infrastructure project would not require Public Art. However, the project would like to set aside a contingency of \$25,000 for an entryway project. The location would be as you exit the Webster Tube at Neptune Park. Currently, this location is home to concrete signage and three flags, which were installed during the early 1990's.

CM Wolfe expressed two concerns: 1) interaction or conflict between what is existing and what will be placed on the site; 2) a definition of where Caltrans begins and if they have any stipulations for placing art near roadways.

CM Rosenberg expressed a desire to see a playful-themed sign, reminiscent of Neptune Beach.

RS Russi and CAS Bailey stated they would research who placed the existing signage and flags near the tube.

Regarding the theater/garage project, Sue Russell stated that a formal application would be submitted by the June 23rd meeting. C Huston offered the suggestion to have a Public Art competition, where prize money would be offered as opposed to a commission. There are artists seeking large venues, who are willing to work to cover their costs.

B. Finalize Mission Statement - (*Discussion/Action Item*)

CM Cervantes offered a draft of the Alameda Public Art Program's Mission Statement. PAAC members discussed specific wording and stylistic changes. A final draft will be included on the June 23rd agenda.

6. New Business

A. Approve Call for Entries & RFQ for Alameda West Gateway Project - (*Discussion/Action Item*)

PAAC members discussed specific wording and stylistic changes for both Public Art documents. Final documents will be included in June 23rd packet for PAAC records.

PAAC also developed a short ad for art publications.

B. Set PAAC Meeting Schedule - (*Discussion/Action Item*)

PAAC members discussed and finalized possible meeting dates (Wednesday, July 27, 2005 and Thursday, August 25, 2005).

C. Obtain Alternative Meeting Dates for Meeting with Applicants – (*Discussion/Action Item*)

CM Cervantes stated that she could not make meetings on 2nd and 4th Tuesdays. CM Rosenberg stated that she could not meet on Tuesdays or Thursdays.

D. Set Priorities for Next Meeting – (*Discussion Item*)

- Prioritizing Calls and Outlets for Dissemination
- Artist and Consultant List Update
- Theater and Garage Project Update
- Finalize and Approve Mission Statement

7. Oral Communications, General

CM Rosenberg stated that the Artist and Consultant Lists need to be fact-checked. She also expressed a concern over mailing RFQ's directly to individual artists. She went on to state that she and C Huston would create an Artist Organization List, which would include but not be limited to, Oakland Arts Commission, San Francisco Arts Commission, Pro Arts, Berkeley Art Center, Richmond Art Center, and Center for Art in Public Life (CCA).

CM Rosenberg also stated that if an artist registry were ever developed, it would need to be put on a database.

8. Committee Reports

- **Webster & Park Streetscape Projects - CM Wolfe**
See Item 5A.
- **Theater & Garage Project – CM's Cervantes and Rosenberg**
See Item 5A.

9. Adjournment: The meeting adjourned at 9:30 p.m.